



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

National Media Inc  
815 Slaters Lane  
Alexandria, VA 22314

## Contract # 1939330

**Schedule Dates** 08/18/12-08/24/12  
**Advertiser** Republican National Committee (10079)  
**Agency/T-Code** National Media Inc (1296)/ELECTRONIC  
**Product** Political-Political (1088)  
**Brand** Est.3038 8/18-8/24 (71012)  
**Salesperson** Monares, Barbara (1108)  
**Sales Office** WJLA - Core Team  
**Buyer Name** MORRIE,MICHELLE  
**Phone/Fax** /  
**CPE** 3038 RNC 8/18-8/24  
**Account Types** Local/Political Issue Agency  
**Billing Type** Standard  
**Comments** Est.3038 8/18-8/24

**Date Entered** 08/16/12  
**Last Modified** 08/16/12  
**Entered By** Barbara Monares  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$22,455.00  
**Net Total** \$127,245.00  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
Aug. 2012  
**Spots** 87  
**Rate** \$149,700.00  
**Grand Total:** 87 \$149,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/20/12-08/23/12	2	:30	6:59A-ABC-GOOD MORNING AMERICA	2	2	2	2	2				8	\$950.00	\$7,600.00	WJLA Arlington (WJLA)		8/16/12
2.0	Normal Line / SPOT	08/24/12-08/24/12	2	:30	6:59A-ABC-GOOD MORNING AMERICA						2			2	\$950.00	\$1,900.00	WJLA Arlington (WJLA)		8/16/12
3.0	Normal Line / SPOT	08/20/12-08/24/12	2	:30	6A-NEWS-GOOD MORNING WASHINGTON @6A	2	2	2	2	2	2			10	\$450.00	\$4,500.00	WJLA Arlington (WJLA)		8/16/12
4.0	Normal Line / SPOT	08/20/12-08/24/12	2	:30	9A- LIVE!		1	1	1	1	1			5	\$600.00	\$3,000.00	WJLA Arlington (WJLA)		8/16/12
5.0	Normal Line / SPOT	08/20/12-08/24/12	2	:30	4:58P-NEWS-ABC 7 NEWS @ 5P	2	2	2	2	2	2			10	\$700.00	\$7,000.00	WJLA Arlington (WJLA)		8/16/12
6.0	Normal Line / SPOT	08/20/12-08/24/12	2	:30	5:59P-NEWS-ABC 7 NEWS @ 6P	1	1	1	1	1	1			5	\$1,200.00	\$6,000.00	WJLA Arlington (WJLA)		8/16/12
7.0	Normal Line / SPOT	08/18/12-08/18/12	2	:30	6P-NEWS-ABC 7 NEWS @ 6P SAT							1		1	\$750.00	\$750.00	WJLA Arlington (WJLA)		8/16/12
8.0	Normal Line / SPOT	08/19/12-08/19/12	2	:30	6:30P-NEWS-ABC 7 NEWS @ 630P								1	1	\$750.00	\$750.00	WJLA Arlington (WJLA)		8/16/12
9.0	Normal Line / SPOT	08/20/12-08/22/12	2	:30	6:58P- WHEEL OF FORTUNE	1	1	1						3	\$2,400.00	\$7,200.00	WJLA Arlington (WJLA)		8/16/12
10.0	Normal Line / SPOT	08/24/12-08/24/12	2	:30	6:58P- WHEEL OF FORTUNE						1			1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		8/16/12

## CONFIRMATION CONTRACT

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11.0	Normal Line / SPOT	08/20/12-08/22/12	2	:30	7:27P- JEOPARDY		1	1	1					3	\$2,800.00	\$8,400.00	WJLA Arlington (WJLA)		8/16/12
12.0	Normal Line / SPOT	08/24/12-08/24/12	2	:30	7:27P- JEOPARDY						1			1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		8/16/12
13.0	Normal Line / SPOT	08/20/12-08/20/12	2	:30	7:57P- ABC-BACHELOR		2							2	\$7,500.00	\$15,000.00	WJLA Arlington (WJLA)		8/16/12
					PAD														
14.0	Normal Line / SPOT	08/22/12-08/22/12	2	:30	10P- ABC-NY MED					2				2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		8/16/12
15.0	Normal Line / SPOT	08/24/12-08/24/12	2	:30	7:57P- ABC-SHARK TANK						2			2	\$3,500.00	\$7,000.00	WJLA Arlington (WJLA)		8/16/12
16.0	Normal Line / SPOT	08/24/12-08/24/12	2	:30	9:01P- ABC-20/20						2			2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		8/16/12
17.0	Normal Line / SPOT	08/18/12-08/18/12	2	:30	7:58P- 10P (EST)							2		2	\$1,500.00	\$3,000.00	WJLA Arlington (WJLA)	MOVIE	8/16/12
18.0	Normal Line / SPOT	08/18/12-08/18/12	2	:30	9:57P- ABC-CASTLE							2		2	\$1,500.00	\$3,000.00	WJLA Arlington (WJLA)		8/16/12
19.0	Normal Line / SPOT	08/19/12-08/19/12	2	:30	9P- ABC-EXTREME								2	2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		8/16/12
					MAKEOVER WEIGHT LOSS														
20.0	Normal Line / SPOT	08/20/12-08/24/12	2	:30	20938- NEWS-ABC 7 NEWS @ 11P		1	1	1	1	1			5	\$2,400.00	\$12,000.00	WJLA Arlington (WJLA)		8/16/12
21.0	Normal Line / SPOT	08/18/12-08/18/12	2	:30	11P- NEWS-ABC 7 NEWS @ 11P							2		2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		8/16/12

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22.0	Normal Line / SPOT	08/19/12-08/19/12	2	:30	11P- NEWS-ABC 7 NEWS @ 11P								2	2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		8/16/12
23.0	Normal Line / SPOT	08/20/12-08/24/12	2	:30	49886- ABC- ABC NIGHTLINE		1	1	1	1	1			5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		8/16/12
24.0	Normal Line / SPOT	08/20/12-08/24/12	2	:30	12:02A- ABC-JIMMY KIMMEL		1	1	1	1	1			5	\$400.00	\$2,000.00	WJLA Arlington (WJLA)		8/16/12
25.0	Normal Line / NFL Football	08/23/12-08/23/12	2	:30	6:58P- SPORTS-BALTIMORE RAVENS PRE-GAME					1				1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		8/16/12
26.0	Normal Line / NFL Football	08/23/12-08/23/12	2	:30	7:28P- SPORTS-BALTIMORE RAVENS FOOTBALL GAME						2			2	\$6,000.00	\$12,000.00	WJLA Arlington (WJLA)		8/16/12
27.0	Normal Line / NFL Football	08/23/12-08/23/12	2	:30	10:30P- SPORTS-BALTIMORE RAVENS POST GAME						1			1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		8/16/12

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Jon Ferrell  
do hereby request station time concerning the following issue:

Republican National Committee- IE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

**Total Charges:**

This broadcast time will be used by: Republican National Committee- IE

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**
                         
 ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Barack Obama; President; 11-6-2012

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Republican National Committee- IE  
Anthony W. Parker, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7-12-12      [Signature]      703-683-4877  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

Barbara Monaris      Barbara Monaris      Acct Executive  
Signature      Printed Name      Title



WJLA Washington  
**MAKEGOOD NOTICE**

**TO:** Michelle Morie  
**FROM:** Barbara Monares  
**DATE:** 8/16

**CLIENT:** RNC Est.3038 8/18-8/24

*I apologize for the inconvenience.*

**Pre-Empt:**

<i>Date</i>	<i>Time</i>	<i>Program</i>	<i>Spot(s)</i>	<i>Length</i>	<i>Spot Cost</i>	<i>Total Cost</i>
22-Aug	10p-11p	Final Witness (not running)	2	:30	\$5,000	\$10,000
23-Aug	10p-11p	Rookie Blue (not running)	2	:30	\$6,000	\$12,000
23-Aug	7p-730p	Wheel of Fortune	1	:30	\$2,400	\$2,400
23-Aug	730p-8p	Jeopardy	1	:30	\$2,800	\$2,800
						\$0
						\$0
						\$0
						\$0
						\$0
						\$0
						\$0
<b>TOTAL</b>			<b>6</b>			<b>\$27,200</b>

**Makegoods**

<i>Date</i>	<i>Time</i>	<i>Program</i>	<i>Spot(s)</i>	<i>Length</i>	<i>Spot Cost</i>	<i>Total Cost</i>
22-Aug	10p-11p	NY Med	2	:30	\$5,000	\$10,000
23-Aug	730p-1030p	Ravens NFL Football	2	:30	\$6,000	\$12,000
23-Aug	7p-730p	Ravens Pregame Special	1	:30	\$2,400	\$2,400
23-Aug	1030p-11p	Ravens Postgame Special	1	:30	\$2,800	\$2,800
						\$0
						\$0
<b>TOTAL</b>			<b>6</b>			<b>\$27,200</b>

**PLEASE EITHER EMAIL ME "APPROVAL" OR  
PRINT OUT, SIGN & FAX BACK TO ME AT 703-236-2341.**

## Barbara Monares

---

**From:** Michelle Morie <MichelleM@NATMEDIA.com>  
**Sent:** Thursday, August 16, 2012 2:42 PM  
**To:** Barbara Monares  
**Subject:** RE: WJLA - RNC

Barbara, the program changes are totally acceptable.

Will you have a Ravens preseason game the week of Aug 27<sup>th</sup>?

Michelle Morie  
919.774.4703/office  
919.356.3145/mobile

---

**From:** Barbara Monares [<mailto:bmonares@wjla.com>]  
**Sent:** Thursday, August 16, 2012 2:33 PM  
**To:** Michelle Morie  
**Subject:** WJLA - RNC

Hi Michelle,

Thank you very much for the RNC order.

Attached is a makegood form for your review due to program changes.

Best,  
Barbara

Barbara Monares  
**WJLA-ABC7**  
1100 Wilson Boulevard  
Arlington, VA 22209  
Ph-703.236.9611  
Fx-703.236.2341

